

1 (1) receiving said information transmission at a transmission station;

2 (2) generating an instruct-to-embed signal effective to cause said

3 broadcast or cablecast transmission station to cease embedding a specific unit of data or
4 control signal, and embed a different unit of data or control signal in said broadcast or
5 cablecast information transmission; and

6 (3) transmitting said broadcast or cablecast transmission.

7 4/ A method of controlling the transmission of data or control signals
8 by a broadcast or cablecast transmission station, said transmission station comprising at
9 least one signal generator for embedding a unit of data in an information transmission;
10 at least one transmitter for transmitting a broadcast or cablecast information
11 transmission; and at least one processor, controller, or computer for controlling the
12 communication of information to or the embedding of information at said signal
13 generator, comprising the steps of:

14 (1) receiving said information transmission to be transmitted; ✓

15 (2) receiving an instruct signal which is effective to:

16 (a) effect a transmitter station to generate an instruct-to-embed
17 signal effective to cause said broadcast or cablecast transmission station to cease
18 embedding a specific unit of data or control signal, and embed a different unit of data
19 or control signal in said broadcast or cablecast information transmission; or

20 (b) effect a receiver station to generate an instruct-to-embed
21 signal effective to cause said broadcast or cablecast transmission station to cease
22 embedding a specific unit of data or control signal, and embed a different unit of data
23 or control signal in said broadcast or cablecast information transmission;

24 (3) receiving a transmitter control signal which operates at said
25 transmitter station to communicate said instruct-to-embed signal to a transmitter station
26 transmitter; and